

Event Survival In A Tough Economy

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Successful Events

Definition of Success

- **You need two kinds of success**
 - “Artistic,” programmatic, mission-based success
 - Financial success
 - Met or exceeded budget
 - More income than outflow

No Magic Bullets/No One Guaranteed Way To Success

Sponsorships, attendance are not necessarily measures

Behaviors seem to be the measure of success

- Intense focus on **finances**
- Promotion & delivery of **value**
- Market. **Market.** Market!
- **Investing time** where it matters most
- Being truly **unique** in your market area

Focus On Finances

Have A Complete Budget

- **Know what it costs to put on the event**
- **Include in your budget a Miscellaneous or Contingency line Item**
 - 10-15% of the budget
 - Deals with surprises.
- **Know what income you need to pay for the event**
(and raise budgeted funds if that is part of your event-goal).
 - Know your most important sources of income
 - **Line item for each source/plan for each source**
 - Spend time, money, and attention where you make the most money
 - Keep track

- Have budget goals for each area of income

- **Share where we are today at monthly board or committee meeting**

- Budget vs Actual Today
- Actual vs Actual Last Year

Cut out what you do not need ("Shoot The Sacred Cows Now")

- This is the time to change
- Don't waste money, good real estate, time

Take action as financial realities change in your event year

- Keep on top of changes to your environment, politics, economics
- Make financial, or action adjustments as needed

Cash Reserves Can Save You

- From weather; from sponsors going out of business, etc.
- Make Cash Reserves a line item
 - 35% goal
 - 4% per year

Promote & Deliver Value & Quality

What do customers value about you?

- FREE is really good
- If you can't be FREE
 - **What can your customers get from you they cannot get anywhere else**
 - **Market what they get**
 - How can you **reduce their costs?**

Treat your partners really well

Market. Market. Market!

Use every channel you can, but be consistent

Decide on your message, brand, and images early; then repeat, repeat, repeat

Know your audience and market where they are

- Demographics
- Geographics

Respond to your reality; be flexible

Invest in using technology (social media) well

Invest Your Time Where It Matters Most

Good, early planning

Relationships

Sponsors - they are still buying!

- Find out what they want as sponsors
- Give them that
- Under promise. Over Deliver
- Prove it
- Thank them

Be Unique In Your Market Area

What do your customers experience at your event that they cannot get anywhere else?

Make that experience part of everything you do

Don't under value your event

Know what the dollar value of your event really is

Know what it does for your community

- Where else do thousands of your neighbors gather and enjoy each other's company?
- Where else do we remind our communities of their history, resources, and significance?
- Where else do local businesses let residents know they care?
- Where else do parents from one school applaud the children from a neighboring school?
- Where else do we get to experience living in a hometown?

Talk about it. A lot.

Free Offer

Q & A



SPECIAL FOR CALIFORNIA DOWNTOWN ASSOCIATION MEMBERS

FREE Sponsorship Review

About Toni

Toni Bodenhamer is an event manager, marketer, and sponsorship sales consultant who has created and sold sponsorships for more than twenty years. Her sponsorship renewal rate is 85% or better for most events. In the last two years she has increased sponsorship for her clients.

She is the founding coordinator for Santa Rosa's Downtown Market and Red White & Boom - Santa Rosa's 4th of July Celebration, and she managed the Luther Burbank Rose Parade for nine years. Currently she works with Petaluma's Butter & Egg Days Parade, and the Kendall-Jackson Heirloom Tomato Festival.

She has taught or led event workshops for CalFest, California Downtown Association, University of Oregon, SSU, SFSU, and SJSU.

Toni loves teaching and sharing her expertise to help you take your events to the next level.

This FREE OFFER

(a \$250 value)

is for California Downtown Association Members who attend Toni's presentation at the CDA Convention in Riverside.

Give Toni your business card TODAY

with FREE OFFER

written on it

and she will email you to make an appointment for the review.

OFFER GOOD THROUGH

NOVEMBER 18, 2011.

Are you getting the most from the effort and time you are putting into your sponsorship program?

Let Toni review your sponsor proposals and offer feedback, ideas, and tips for increasing your sponsorship sales.

You will make an appointment and spend 15-20 minutes on the phone with Toni giving her background on your event and sponsorships, and then you will email her your sponsor materials. Within three business days she will return an email with a list of the top three to five opportunities, options, ideas or suggestions for ways you could increase your sponsorship income.

Toni B & Company
EVENT SOLUTIONS

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